



6 - 12 February 2012

People & Planet's annual national week of action on climate change in schools, colleges and universities

people & planet

student action on world poverty and the environment



INTRODUCTION

Go Green Week is People & Planet's annual national week of action on climate change in schools, colleges and universities. From 6-12 February 2012 there will be a week of activities to raise awareness about climate change in a fun and engaging way. Launch and spread the reach of your Going Greener projects, such as Scoop and Big Green Makeover. It's also an opportunity to shout about all the other amazing activities that you have been working on!

As part of Go Green Week, People & Planet co-ordinates a national day of action on Friday 10 February. This is your chance to engage students and staff in sending a strong message to the government. This year we want to know, is this really the greenest government ever when it comes to education?

GO GREEN WEEK AIMS:

- HOLD A FUN AND CREATIVE GO GREEN WEEK - RAISE AWARENESS AND EMPOWER PEOPLE!
- WIDEN PARTICIPATION AND INVOLVEMENT OF THE WIDER UNIVERSITY COMMUNITY
- LAUNCH AND RAISE AWARENESS OF PRACTICAL GOING GREENER PROJECTS AND CAMPAIGNS
- RAISE FUNDS FOR PEOPLE & PLANET
- TAKE PART IN THE UNIFYING NATIONAL DAY OF ACTION

Using this Guide

People & Planet has suggested themed days and a list of activities to help you structure your Go Green Week programme. We have Meat Free Monday, Travel Light Tuesday, Zero Waste Wednesday, Switch Off Thursday and Friday is the big National Day of Action.

Our suggested fun activities will come with resources such as badges, stickers and banners, plus anything else needed to run it. However, if you've come up with a great new idea or want to run the activities on different days, then feel free to chop and change, and let us know!

We've created editable templates and icons so you can create your own posters, flyers and timetables. **Find them online at: peopleandplanet.org/gogreenweek/resources**

Tips for good organising:

- Have regular meetings and keep in contact to check progress.
- Draw up a list of tasks for each action and event and when they need to be done by.
- Decide who is responsible for each task and make sure everyone is clear who is doing what.
- Share out the responsibility fairly to ensure no-one is overburdened or stressed.

EVERYTHING YOU NEED TO KNOW TO PUT ON A GREAT GO GREEN WEEK

STEP 1: Think about which of your Going Greener campaigns or transition projects you would like to showcase and start getting it ready to launch during Go Green Week. If you haven't got a project lined up, now is the time to start planning!

STEP 2: Look at your budget for Go Green Week. Can you apply for money from your union or do you already have enough in your group's account? Does the environmental manager or Estates Office have a budget for this kind of awareness-raising week?

STEP 3: Organise a meeting with your People & Planet group, the sustainability or environmental management staff and union exec to swap ideas and plans for Go Green Week activities that will raise-awareness about your projects. Unis and Unions often run their own sustainability weeks so it makes sense to work together on a joint week. University and union staff can access materials, rooms and publicity.

STEP 4: Brainstorm ideas for events. Make them fun, accessible and include a diverse range of activities to suit all tastes. Think about how you could link your events to the theme for each day and how to build up to the Big Day of Action on Friday which will highlight the "greenest government ever" efforts to green education (or lack thereof!) . Use the ideas in this guide for inspiration for each day.

STEP 5: Work out your schedule and timings and book rooms or reserve spaces. It is best to do this as early as possible in order to avoid clashes. Think about holding your events in open public spaces where people gather anyway. Design your timetable using our snazzy online poster design pack.

STEP 6: Get other societies or staff members involved. Think about what skills they might have and how they can help you put on events. Ask a lecturer who is researching climate change to give a talk or get the conservation society to help run a gardening workshop. Go Green Week should be the beginning of your collaboration with others.

STEP 7: Plan how you will publicise your Go Green Week. Put up posters, hand out flyers, get the union to display information on their TV screens, create a Facebook event, send messages to your mailing lists and those of other interested societies and community groups, send invites to staff departments and create a buzz via word of mouth.

STEP 8: Remember to use the media. Send a press release to the student newspaper. Talk to the student radio station and TV channel. Get in touch with your local papers and radio stations and local 'what's on' guides. Check out our guide to getting noticed and template press releases at: peopleandplanet.org/gogreenweek/resources

STEP 9: Make sure you let the People & Planet support office know what you are planning - send us photos or news articles so we can publicise your successes! Do it through the What's On page, where you can submit details of your events and plot them on an interactive map. Invite us to your events on Facebook and email us at goinggreener@peopleandplanet.org.

MEAT-FREE MONDAY

Did you know.... that 95% of the fruit and half of the vegetables in Britain are imported? Or that locally sourced carrots have 20 food miles whilst conventionally sourced have 1,838 miles? It's time to make changes to our broken food system.

1) Promote greener food

Hold a Scoop (student food co-op) stall and launch or spread the reach of your Going Greener Scoop projects. A Scoop food stall will sell a range of foods from veg boxes to dry foods. You could team up with a local farmer to sell veg boxes, a range of fruit, veg and dry food. Or why not organise a display of the foods you sell in your student food co-op? How about a price comparison competition? Don't forget to prepare leaflets and other promotional items to advertise your Scoop group! **Find out more about Scoops: peopleandplanet.org/scoop**



Resources available to download or order at peopleandplanet.org/goinggreener/resources:

To download:	In your pack:
1. Pictures	1. Huge banner
2. Logos	2. Reusable bags
3. Words	3. Guide book on how to set up a food co-op
4. Flyer template	
5. Poster template	



2) Become a Part-Time Carnivore

Ask people to make a Part-Time Carnivore pledge (ask people not to eat meat for a day or only eat meat for one day a week). Get out there and convince students and staff to take pledges ranging from eating meat once a week to cutting meat out once a week!

Resources available to download or order at peopleandplanet.org/goinggreener/resources:

To download:	In your pack:
1. Sign up sheets	1. Badges 2. 20 x Sign up sheets

In partnership with:

Part-Time
Carnivore

3) Hold a Come Veg with Me event!

Hold a dinner party for you and your friends using only veggie recipes! Based on the popular TV series, Come Dine with Me...

Resources available to download at peopleandplanet.org/goinggreener/resources:

To download:
1. Come Veg With Me how-to-guide



In partnership with:

**COME VEG
WITH ME**



Come up with your own ideas! You can also come up with your own ideas for fun events. Other groups have held open days on their campus allotment, lobbied their uni for allotment space while getting stuck into some guerilla gardening and got students to plant a pot-plant to take home. **Check out peopleandplanet.org/transition-ideas for more ideas.**

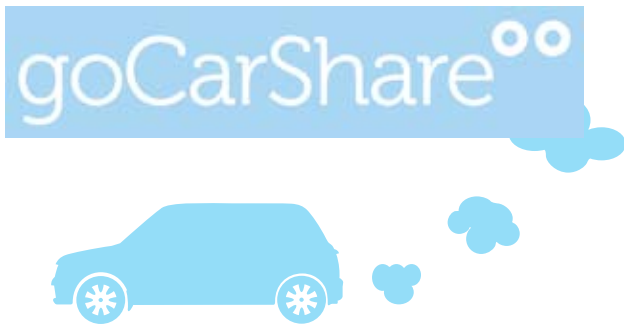
TRAVEL-LIGHT TUESDAY

Did you know... Transport accounts for 40% of a university's emissions. Use this day to set your transition travel projects in motion and promote low-carbon alternatives. What are you waiting for? On yer bike!

1) Encourage people to join Go Car Share

Go Car Share is a ride share website that's been created especially for students or Liftshare. Hold a stall where you can talk to students and staff and show them the website.

In partnership with:



Resources available to order in a pack at peopleandplanet.org/goinggreener/resources:

To order:

1. Go Car Share colourful, hand-printed Carbon neutral T- shirts
2. Go Car Share Bags

2) Hold a green travel fair

Showcase environmentally friendly holidays. Get your group to research and brainstorm green travel alternatives. Check out Otesha (cycle tours that work to raise awareness of climate change etc), couch surfing, woofing and working away websites, just to get you started.

3) Hold a critical mass bike ride

This is a big bike ride involving a large group of people through the city centre or somewhere where there are lots of people around! The idea is to empower people to cycle and to take the roads back from motorists! Get creative and wear costumes and decorate your bikes! Find out how to organise a critical mass with peopleandplanet.org/criticalmass



Come up with your own ideas! You can also come up with your own ideas for fun events. Other groups have organised a bike auction with the university by reclaiming bikes abandoned on campus, held bike maintenance workshops, cycle to work competitions and bike pub crawls. **Check out peopleandplanet.org/transition-ideas for more ideas.**

WASTE-NOT WEDNESDAY

Did you know.... About a third of UK universities are still recycling less than 25% of their waste. Think that's rubbish? Launch a Zero-Waste project and clean up your campus.

1) Recycle unwanted books

Ask students & staff to recycle any unwanted books with Better World Books and raise money for a charity of your choice (plus 10% will be sent to People & Planet so we can continue schemes like Go Green Week!). NOTE: You must place your pack orders by 23rd January at the latest!

Resources available to download or order at peopleandplanet.org/goinggreener/resources:

To download:	In your pack:
1. Editable flyer	1. Collection bins
2. video	2. Posting boxes
	3. Branded bookmarks

In partnership with:


BetterWorldBooksTM
WWW.BETTERWORLDBOOKS.CO.UK




people & planet
student action on world poverty and the environment

GO GREEN WEEK

6 - 11 FEBRUARY 2012

People & Planet's annual national week of student action on climate change

GET INVOLVED!
peopleandplanet.org/gogreenweek



BetterWorldBooksTM
WWW.BETTERWORLDBOOKS.CO.UK

FREE bookmarks with pack

Come up with your own ideas! You can also come up with your own ideas for fun events. Other groups held swap shops, put on a Stitch 'n' Bitch events to teach people how to customise their swapped clothes and worked with student unions to open a competitio You can also come up with your own ideas for fun events. **Check out peopleandplanet.org/transition-ideas for more ideas.**

2) Hold a Can Film Festival 2012

Hold a Can Film Festival where you can organise a film showing and the entry fee will be empty drinks cans to recycle on the night. Films can be a great way to raise awareness of climate change!! **Find out how: peopleandplanet.org/everycancounts**



Resources available to download or order at peopleandplanet.org/goinggreener/resources:

To download:	In your pack:
1. Editable flyer	1. Can crusher - for entry to film showing
2. Can facts	3. Pens
3. Action guide	4. Can Coolers
	5. Stickers



Can Film Festival is brought to you by **every can counts**

CAN FILM FESTIVAL FEB 2011

Empties for entries

See films for free when you bring along and recycle ten or more empty drinks cans.

www.everycancounts.co.uk/canfilmfestival

Film: _____
 Venue: _____
 Date: _____ Show Time: _____

Admission maybe subject to nominal charge to cover scanning fees.

people & planet **every can counts** Every University logo here

In partnership with:



SWITCH-OFF THURSDAY

Did you know.... Home electricity accounts for roughly 1 tonne of carbon per person so imagine the impact that over 2 million students have collectively. Now imagine 2 million students driving forward the renewable energy revolution together!

1) Run a Big Green Makeover clinic

A Big Green Makeover Clinic is a stall where you can offer students and staff lots of information and advice on energy and water saving in the home. Join the Ecotricity Go Green Week competition to get as many people to switch over to renewable energy with Ecotricity as possible with **prizes available for the group that gets the most!** See below for more details.



Resources available to download or order at peopleandplanet.org/goinggreener/resources:

To download:	In your pack:
1. Pictures	1. Shower timers
2. Logos	2. Leaflets on water saving
3. Words	3. Ecotricity flyers and sign-up cards
4. Flyer template	
5. Poster teplate	



In partnership with:

ecotricity

2) Ecotricity competition

Your group could join the ecotricity competition to get the most people to switch to ecotricity and be in with the chance of winning a case of Naked Wine. Just 50 sign-ups per university would mean a whopping 5000 new customers receiving clean, green renewable energy instead of fossil fuels. For every switch over using the special link: peopleandplanet.org/ecotricitycompetition, People & Planet will receive £60.



Competition Prizes!

Anyone who signs up to ecotricity during Go Green Week could be in with the chance to win an energy monitor, energy saving lightbulbs and more! **Plus a chance to win FREE energy for your home for a year!** peopleandplanet.org/ecotricitycompetition

3) Big Green Makeover Home Visits

Organise a group of volunteers to go and visit student and staff homes. The Big Green Makeover team will provide advice on how to make homes greener, warmer, cheaper and to live in.



Resources available to download or order at peopleandplanet.org/goinggreener/resources:

To download:	In your pack:
1. Pictures	1. Shower timers
2. Logos	2. Leaflets on water saving
3. Words	3. Ecotricity flyers and sign-up cards
4. Flyer template	
5. Poster template	
6. Home Survey	
7. Water and Energy games pack	

Come up with your own ideas! Other groups have put on a club night with pedal-powered sound system to raise money for People & Planet, worked with student union bar and NUS Services to set up a 'carrot mob' scheme which devotes a percentage of profits of a particular drink into funding carbon reduction projects. **Check out peopleandplanet.org/transition-ideas for more ideas.**

Last year's national Day of Action demanded that the Government 'Cut carbon not education'



FRIDAY **Big National Day of Action**

This year, we're asking the government to live up to its promise to become the greenest government ever and take urgent action to secure the education sector's transition to a low-carbon, sustainable future that can create green jobs. This will only work with your involvement! Together, we can create the energy and clear messaging needed to get the government to pay attention to this vital issue.



Emissions still rising!

Carbon emissions in the Higher Education sector rose by around 4% in the last 5 years despite strong reduction targets to the contrary. More focus, support and investment from the government is needed if it is to truly make the rapid low-carbon transition needed.

1. Online Vote: Greenest Government ever on education?

We'll have a national petition and get thousands of staff and students calling for the government to commit to a greener education sector. Help us spread it far and wide.

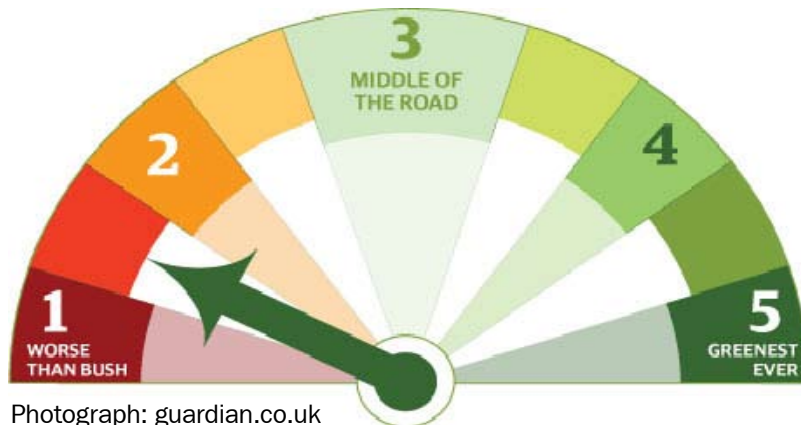
1. Brainstorm with your group how you can create an online media frenzy with the petition! For example, use facebook, email lists, etc.
2. Speak with your student union and ask if they would be willing to promote the petition at your events.
3. Have a laptop at your Go Green Week stalls, linked to the petition. Promote the petition at your events.
4. Talk to your family and friends and get them to sign the petition.

2. Get your VC & Environment Manager on board

1. Ask them to pledge to pass on the petition for a greener education sector to David Willetts and commit to joining the transition to a low-carbon future by signing the Go Green Week petition themselves. Download a petition from the Resources page linked throughout this guide.
2. Take a photo and send it to People & Planet!
AND/OR
3. Spell out your own message calling for a green education sector with your bodies, a banner drop, t-shirts, cupcakes... however you want to spell out your message!
4. Take a picture or capture it on video! Send it to goinggreener@peopleandplanet.org and we'll make sure it gets to David Willetts

Find out more: peopleandplanet.org/gogreenweek/take-action

Greenest Government Ever on Education?



Photograph: guardian.co.uk

For the Go Green Week day of action we will be asking students, staff, Vice Chancellors and other groups to join us in demanding the following action from David Willetts:

1) Increase investment in renewable energy for the education sector

Commit to £100 million of new investment to boost renewable energy generation within the sector via the Salix/Revolving Green Fund. This is essential if the sector is to achieve its target carbon reductions of 43% by 2020 on 2005 emissions levels.

2) Better guidance and support for reducing Scope 3 emissions

Environmental Managers across the UK have told us they're worried about how they will calculate and reduce their university's "Scope 3" emissions (ie. From flights, waste, procurement etc) and that current guidelines are inadequate. The government must commission and publish a detailed methodology, guidance and provide adequate support to the sector to do this by end of 2012.

3) Listen to students and staff

Establish a high level commission involving students, university staff, Vice Chancellors and other representative bodies to develop a 2020 Transition Vision for the HE sector and a strategy for achieving it. Students in particular should have a greater say in the future of the sector – especially given the rising tuition fees burden they are bearing to keep the higher education well

PEOPLEANDPLANET.ORG/GOGREENWEEK

Go Green Week is part of People & Planet's Going Greener campaign to create a low-carbon, resilient & community-led higher education sector, reducing emissions by 5% annually peopleandplanet.org/goinggreener



Go Green Week 2012 is kindly supported by Artist Project Earth

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student action on world poverty and the environment



People & Planet is the largest, student network in Britain campaigning to end world poverty, defend human rights and protect the environment. Contact us: goinggreener@peopleandplanet.org